

Marketing Introductory Activity

Compile a list of 10 favorite commercials.

Assemble the list in a presentation format and include the answers to the following 4 questions for each commercial. **Use Google Presentation to make embedding the videos easier.**

Answer the following questions for each advertisement:

1. Who do you feel the advertisement is for? Explain why?
2. Is the advertisement a promotion of a specific product/service, or is it promoting the business as a whole?
3. What is the length of the advertisement and what times have you seen it on TV and on what shows. Why do you feel that this is important?
4. What does the commercial try to get its audience to do? Explain how?